



# ALL READY for the 4<sup>TH</sup>



## HUDSON AND ESSEX FIRM HELD STABLE

"Look to the company behind the car you buy. Be sure it is permanent. Be sure that your investment will not be in an orphan car," advises Mr. Benjamin, dealer in the Eugene territory for Hudson and Essex.

"It is actually a fact that many more motor cars have failed than have lived. A motor organization recently called the roll alphabetically on the companies that have gone, and there was at least one company for every letter in the alphabet except Q and X. If only some hopeful manufacturers had turned out a Quince and a Xerxes the whole alphabet would have been complete in the graveyard of forgotten machines.

"You will find today many motorists with their good money tied up in 'orphan cars'—cars on which service is expensive and difficult to get, and cars which will have very little if any resale value whatever.

"A motor car buyer today is careless indeed if he ties up his money in any car which hasn't a successful company behind it. He is risking the loss of a considerable sum of money. The sensible thing is to see that the car itself is good, that the company is sound, and most important that the company is progressive and abreast of the times. A company may have a historic past but if it isn't progressive—look out!

"On this basis, the wise buyer will find a new and added respect for Hudson and Essex cars. Not only is the concern well-seasoned, but it has been known as a leader in the industry. Its invention of the coach type of the car, and its sponsorship of the coach all during the period when it had to meet opposition and even ridicule by makers who are now flocking to it, is one of the industry's greatest examples of leadership.

"It must be remembered to begin with that while Hudson-Essex conceived the coach idea, they were not merely content to let someone else develop the idea. They have already built and sold over 210,000 cars of the coach type. As a result they have a background of experience behind them in building this type of closed car that is not remotely approached by any other manufacturer. They have achieved a volume of production that no other closed-car builder ever attained before, and with the result-

## NIG YEAGER, WHO WILL FIGHT AT OAKRIDGE JULY 4



The "Duke of Albina," noted Portland heavyweight, will meet Sailor McKenny in one of the main events at the big End of Steel Celebration July 4 and 5.

ant economy of overhead and all manufacturing costs.

"For a long time to come, the man who thinks of coach will think of Hudson and Essex."

### Hotel Under Tent Ready at Oakridge

All newcomers who desire to stay overnight at Oakridge during the big two-day Fourth of July celebration will be accommodated, declares Dr. L. W. Peate, head of arrangements. In addition to the usual hotel service, which will care for 400 or 500 persons, 1500 beds will be ready for

service under huge canvas tops, it is stated. These are being furnished by several construction companies. Each is a standard sanitary cot, and each will be provided with ample bedding.

An experienced hotel man will be in charge of the beds, and a comfortable quiet "flap" is promised all who desire to stay over for the festivities.

### Bucking and Falling Contests Arranged

Lane county has much of the finest timber in all the United States, and many persons who visit Oakridge

on July 4 and 5 will get a chance to see just how this timber is handled in the early stages of its journey to the mill, announces the "End of Steel Celebration Committee." A series of falling and bucking contests have been arranged, in which loggers from the Western Lumber company camps will take part.

The falling contest will take place between several pairs of men, who will endeavor to set a new record for falling trees. The bucking contests will then take place, and husky "buckers" will then saw with all their might in cutting up the logs in lengths for the sawmill.

Both contests carry substantial prizes, it is announced.

## STUDENTS TO HEAR OF FOX FARM PLAN

NORTH EAST, Pa., June 27.—(AP)—Fashion has forced another profession into the already long list of subjects in America's "higher education," expert fox breeding.

A school in fox breeding, with a class of ambitious young men recruited from all over America, opened today on a 75-acre fox ranch three miles from North East. A force of professors, expert in the wiles and ways of B'er Fox, began training men competent to cater to the ever-growing demand of the well-dressed American woman for exquisite furs.

The new institution is the Rusch School for Fox Breeding, named after its founder, Louis Edward Rusch, of Washington, D. C., who is president of the American Fox Institute. This class will have an eight weeks summer course.

The instruction will cover the history of fox breeding in this and other countries, elementary zoology, the principles of animal heredity, and inbreeding and outbreeding; in general, the relation of the fox industry to American business life and its opportunities as a career. Students will be given practical experience in caring for the animals.

According to Mr. Rusch, the school is not operated for profit. It is supported through the voluntary contributions of men who have faith in the silver fox industry.

Mr. Rusch declares that during its short existence as an established industry in America, the silver black fox for producing business had never reached the point where it represented an investment of more than \$12,000,000.

### ELECTRIC SHOCK IS DEADLY

SCHIEFFELSTADT, Germany, June 27.—(AP)—A brook charged with electricity proved fatal to one of a team of horses recently when the owner drove into the stream to wash the wheels of his carriage. As soon as the horses touched the water one of them dropped dead, while the other after frantic efforts managed to break loose from the harness and galloped out of the water.

Investigation showed that the brook was charged with electricity, transmitted from a subterranean installation power plant.

Show Cards and Signs'

## "C" Gregory

Clark's Service Garage  
"Signs of Merit"—Union Prices

We Will Insure You a Good Time in Oakridge July 4th & 5th

## Paddock & Jones

Real Estate and Insurance

Meet the Boys at the

## Pastime Pool Hall

in Oakridge July 4th & 5th  
Soft Drinks, Cigars and Cigarettes

Look for the best time you ever had July 4th & 5th and Look for the Store with the Open Front

## SMITHIE'S CASH GROCERY

Groceries, Fruits & Vegetables

USE THE GUARD WANT AD WAYS

# HUDSON-ESSEX, NOW WORLD'S LARGEST SELLING 6-CYLINDER CARS "THE WORLD'S GREATEST BUY"

Everyone Says It---Sales Prove It

### Hudson's Supreme Advantage Is the Super-Six Motor ONLY HUDSON CAN HAVE IT

We hold it is the greatest engine ever built. Can its exclusive principle have any rival in importance?

It adds vast power without added weight, size, cylinders or cost. It almost doubles endurance. No car was ever smoother; and we question whether any ever equaled it in this respect. Most important of all, the Super-Six principle makes possible Hudson's one great policy and issue—to give greatest value for the money.

Of course you have pride in possessing car qualities you know are unmatched. And this performance mastery gives innumerable ad-

vantages. You have dazzling speed and pick-up for any call. You have power that levels hills with ease. You have smoothness that makes the long journey without fatigue. And you have superb riding ease, good looks and reliability that you may value even more highly than spectacular qualities of speed and power.

In today's Hudson, economies possible only to the largest production of 6-cylinder closed cars in the world, give value advantages never held by any rival. Never before was its supremacy in quality and price so outstanding.

Hudson Coach	\$1475
Brougham	\$1845
7 Passenger	\$2050

(Eugene Prices)

## The Finest Essex Ever Built---\$1010 Eugene

You Cannot Get Equal Style, Performance and Reliability Within Hundreds of Dollars of Its Price

- Essex gives results never before attained in any car:
- Low price, without disappointment in looks or reliability.
- Economy without sacrifice of performance.
- Stability and highest roadability without unnecessary weight.
- The riding ease of large, costly cars. The handling ease of a bicycle.
- Utter simplicity in design.

The lowest maintenance cost, we believe, of any car in the world. These qualities make it the most wanted and largest selling car of its class in the world. It is the finest Essex ever built. It is the smoothest most reliable Essex ever built. It is the best looking, most comfortable riding Essex ever built. And the price, because of volume, is the lowest at which Essex ever sold.

Surely you cannot be satisfied with less than Essex offers when its cost is but little more than cars of the lowest price.

Hudson-Essex, Now Largest Selling 6-Cylinder Cars in the World

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